



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 204913 /		<u>Alt Order #</u> 06851337
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Estimate #</u> 1758
<u>Advertiser</u> POL/DSCC IE		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u> IN14921		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/12/12	09/14/12	M-F 9a-10a	9a-10a		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--111--				3	\$600.00	0.00			
N 2	WTNH	09/12/12	09/14/12	M-F 10a-11a	10a-11a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				1	\$600.00	0.00			
N 3	WTNH	09/12/12	09/14/12	The View	11a-12p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				1	\$900.00	0.00			
N 4	WTNH	09/12/12	09/14/12	Connecticut Style	1230p-1p		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				2	\$850.00	0.00			
N 5	WTNH	09/12/12	09/14/12	Katie	3p-4p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--111--				3	\$800.00	0.00			
N 6	WTNH	09/12/12	09/14/12	Early Fringe M-F	4p-5p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				1	\$900.00	0.00			
N 7	WTNH	09/12/12	09/14/12	News 8 @ 6a	6a-7a		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				1	\$1,200.00	0.00			
N 8	WTNH	09/12/12	09/14/12	GMA	7a-9a		:30				NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--111--				3	\$1,450.00	0.00			
N 9	WTNH	09/17/12	09/18/12	News 8 5p-6p	5p-6p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----				1	\$1,500.00	0.00			
N 10	WTNH	09/12/12	09/14/12	News 8 5p-6p	5p-6p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				2	\$1,500.00	0.00			
N 11	WTNH	09/12/12	09/14/12	News 8 6p-630p	6p-630p		:30				NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--				2	\$2,200.00	0.00			
N 12	WTNH	09/12/12	09/14/12	Nightline	1135p-120630a		:30				NM	1	\$800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
204913 /	06851337

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/18/12	DSCC IE	1758

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/DSCC IE	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$800.00	0.00			
N 13	WTNH	09/12/12	09/14/12	M-F 7p-730p	7p-730p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$4,000.00	0.00			
N 14	WTNH	09/12/12	09/14/12	M-F 730p-8p	730p-8p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$2,800.00	0.00			
N 15	WTNH	09/13/12	09/13/12	Thur Hour 3	10p-11p		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$3,500.00	0.00			
N 16	WTNH	09/17/12	09/18/12	M-F 10a-11a	10a-11a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$600.00	0.00			
N 17	WTNH	09/17/12	09/18/12	The View	11a-12p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$900.00	0.00			
N 18	WTNH	09/17/12	09/18/12	Katie	3p-4p		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				3	\$800.00	0.00			
N 19	WTNH	09/17/12	09/18/12	M-F 4p-5p	4p-5p		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----				2	\$900.00	0.00			
N 20	WTNH	09/17/12	09/18/12	News 8 @ 6a	6a-7a		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----				2	\$1,200.00	0.00			
N 21	WTNH	09/17/12	09/18/12	News 8 5p-6p	5p-6p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				1	\$1,500.00	0.00			
N 22	WTNH	09/17/12	09/18/12	M-F 7p-730p	7p-730p		:30				NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----				2	\$4,000.00	0.00			
N 23	WTNH	09/17/12	09/18/12	M-F 730p-8p	730p-8p		:30				NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----				2	\$2,800.00	0.00			
Totals										0.00		38	\$57,050.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/18/12	38	\$57,050.00	\$48,492.50
Totals	38	\$57,050.00	\$48,492.50

Signature: _____ **Date:** _____

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Rep Order# 6851337 Ver# 1 Status New Traffic Order# 264913 Printed: 09/11/2012 1:12 PM 1 of 3
 EC'd Yes Last Received: 09/11/2012 11:57 AM
 Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
 Advertiser () DSCC IE
 Product DSCC IE
 Estimate# 1758
 Buyer Dan Nagelberg
 Phone#
 Fax#

Agency () WATERFRONT STRATEGIES
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 49/53/1758
 Flight Dates 09/12/2012 - 09/18/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
 DSCC IE SC= *

OK-att

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/12-09/14	W-F	9A-10A	3	:30	\$600.00	DR. PHIL	3		1	\$1,800.00	
2	09/12-09/14	W-F	10A-11A	1	:30	\$600.00	RACHAEL RAY	1		1	\$600.00	
3	09/12-09/14	W-F	11A-12P	1	:30	\$900.00	THE VIEW	1		1	\$900.00	
4	09/12-09/14	W-F	12P-1230P	2	:30	\$850.00	NEWS 8 AT NOON	2		1	\$1,700.00	
7	09/12-09/14	W-F	3P-4P	3	:30	\$800.00	KATIE	3		1	\$2,400.00	
8	09/12-09/14	W-F	4P-5P	1	:30	\$900.00	JUDGE JUDY	1		1	\$900.00	
9	09/12-09/14	W-F	630A-7A	1	:30	\$1,200.00	GOOD MORNING CT AT 630AM	1		1	\$1,200.00	
10	09/12-09/14	W-F	7A-9A	3	:30	\$1,450.00	GOOD MORN AMERICA	3		1	\$4,350.00	
11	09/17-09/18	M-TU	5P-530P	1	:30	\$1,500.00	NEWS 8 AT 5PM	1		1	\$1,500.00	
12	09/12-09/14	W-F	530P-6P	2	:30	\$1,500.00	NEWS 8 AT 530PM	2		1	\$3,000.00	
13	09/12-09/14	W-F	6P-630P	2	:30	\$2,200.00	NEWS 8 AT 6PM	2		1	\$4,400.00	
14	09/12-09/14	W-F	1135P-1205A	1	:30	\$800.00	NIGHTLINE	1		1	\$800.00	
15	09/12-09/14	W-F	7P-730P	1	:30	\$4,000.00	JEOPARDY	1		1	\$4,000.00	
16	09/12-09/14	W-F	730P-8P	1	:30	\$2,800.00	WHEEL OF FORTUNE	1		1	\$2,800.00	

Station WTNH-TV NEW HAVEN, CT.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1758
Buyer Dan Nagelberg
Phone#
Fax#
Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1758
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
18	09/13-09/13	TH	10P-11P	1	:30	\$3,500.00	ROOKIE BLJE	1		1	\$3,500.00	
19	09/17-09/18	M-TU	10A-11A	1	:30	\$600.00	RACHAEL RAY	1		1	\$600.00	
20	09/17-09/18	M-TU	11A-12P	1	:30	\$900.00	THE VIEW	1		1	\$900.00	
21	09/17-09/18	M-TU	3P-4P	3	:30	\$800.00	KATIE	3		1	\$2,400.00	
22	09/17-09/18	M-TU	4P-5P	2	:30	\$900.00	JUDGE JUDY	2		1	\$1,800.00	
23	09/17-09/18	M-TU	630A-7A	2	:30	\$1,200.00	GOOD MORNING CT AT 630AM	2		1	\$2,400.00	
24	09/17-09/18	M-TU	530P-6P	1	:30	\$1,500.00	NEWS 8 AT 530PM	1		1	\$1,500.00	
25	09/17-09/18	M-TU	7P-730P	2	:30	\$4,000.00	JEOPARDY	2		1	\$8,000.00	
26	09/17-09/18	M-TU	730P-8P	2	:30	\$2,800.00	WHEEL OF FORTUNE	2		1	\$5,600.00	

---REPORT TOTALS---

Report Totals: 38 / \$57,050.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$57,050.00
Sales Totals: 38 / \$57,050.00
Station Totals: 38 / \$57,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$73,179	CABL 0%	WCCT 3%	WCTX 0%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 18%	WTNH 77%	WUVN 0%	WVIT 0%